walkme

Powering retail & CPG with digital adoption

Digital technology has the promise and power to transform business. Delivering deeper, wider and more effective digital adoption for your industry.

Introduction

In every sector we serve, digital technology has the promise and power to transform business.

Better employee experiences.

Happier, more productive people.

Smarter, more efficient operations.

Our customers know this.

And they invest heavily in software capable of transforming their businesses, the working lives of their people and the daily lives of their customers. WalkMe helps organizations realize the value of these technology investments, leveraging data across the full landscape to ensure the tech is being used to its full potential and there's no wastage.

We exist to help our customers realize the full, transformative power of their technology.

By giving all the people who use that technology the opportunity to get the most out of it.

This means that they learn to love the technology at their fingertips, and use it fluently to realize the full power of digital for themselves, for the businesses they work for, and for the customers they serve.
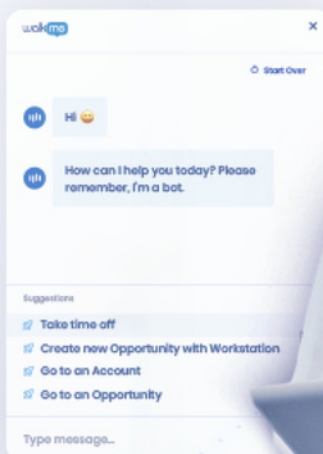
Technology can transform the lives of customers and employees.
If you let it.

Slick, fully-digital disruptors are continuously emerging across the industry, as seen in banking and financial services. The pressure on established retail banks, investment banks, financial services companies, insurers, and other sectors is steadily growing. These disruptors are reshaping traditional business models and challenging the status quo.

The response?
Major investment in new software to enable greater agility and facilitate customer and employee-friendly experiences.

The problem

In every sector we serve, digital technology and applications have the promise and power to transform business. However, this can only happen when the people it's designed to assist actually interact and adopt them into their working practices. This is what WalkMe enables, organisation-wide human adoption to help turbo-charge sustained business transformation.

Better employee experiences.

Happier, more productive people.

Smarter, more efficient operations.

Employees learn to love the technology at their fingertips, and use it fluently to realize the full power of digital for themselves, for the businesses they work for, and for the customers they serve.

Digital adoption to get change done. **Fast.**

With markets in a constant state of flux, CPG and retail businesses must keep pace. Or set the pace.

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We understand the challenges of digital adoption in retail and CPG

Pace of change.

The pursuit of revenue in the face of constant change is business-as-usual in retail and CPG. But unless your people know exactly how to use them, new sales tools can be an expensive disappointment.

A dispersed workforce.

Retail and CPG workforces are spread out within and across geographies. Often, businesses are multilingual. And people use a wide-range of devices. We know the complexity this creates, and the barriers it mounts to digital transformation.

Application overload.

On paper, new software and applications promise to speed up processes and drive change. On the ground, with your people, they can create fatigue and slow down change - there is a natural resistance to new ways of working, and new software usually demands new skills.

The power of WalkMe in retail and CPG

WalkMe pushes through faster, more complete digital adoption, helping its retail and CPG clients operate at high speed, and drive revenue. Realizing the potential of digital to transform the supply chain.

WalkMe is for everyone, everywhere.

Wherever and however your people use your technology, WalkMe works beautifully. That means guidance delivered on almost any device and in most languages, across departments and borders.

WalkMe means visibility and control.

WalkMe tells you where adoption is low, and where process completion is freezing. Then, WalkMe adapts its guidance and support to unblock users and drive process completion.

WalkMe connects your people to change.

The best transformation plans struggle when they collide with reality. WalkMe helps people work quickly and efficiently, so those elements of digital transformation with heavy human involvement become opportunities for acceleration - not sticking points.

Digital technology drives the pace of change in retail and CPG. WalkMe ensures you release its full potential.

Arla Foods is an international dairy company owned by 9,700 farmers from Denmark, Sweden, the UK, Germany, Belgium, Luxembourg, and the Netherlands. Arla is one of the leading players in the international dairy arena with well-known brands like Lurpak®, Puck®, & Castello®.

The Challenge

Improving self-service processes for hiring managers

Arla Foods, the fourth largest dairy company globally, aimed to standardize and streamline HR processes for its dispersed workforce of over 18,000 employees and 9,700 cooperatively owned farmers. By implementing SuccessFactors® and transitioning to a self-service recruitment process, the company sought scalability, reduced reliance on support, GDPR compliance, and improved external humanization. However, challenges arose, diverting hiring managers' attention and burdening HR staff with back-office tasks and error corrections.

The Solution

In-app guidance helps users quickly and easily navigate

Arla Foods turned to WalkMe after an unsuccessful experience with another digital adoption solution, seeking to enhance the employee experience within SuccessFactors®. With custom WalkMe Smart Walk-Thrus, the company simplified system navigation, enabling even team leads with minimal recent usage to complete tasks effortlessly. Implementation of WalkMe solutions, including SmartTips and tailored content, ensured accurate data entry. WalkMe surveys provided valuable user insights, aiding in process improvement and delivering timely help content.

The Outcome

"We want our employees to focus on our core business activities and not multiple HR processes and procedures—and WalkMe helps us do just that."

- Nikolaj Høstmark Petersen,
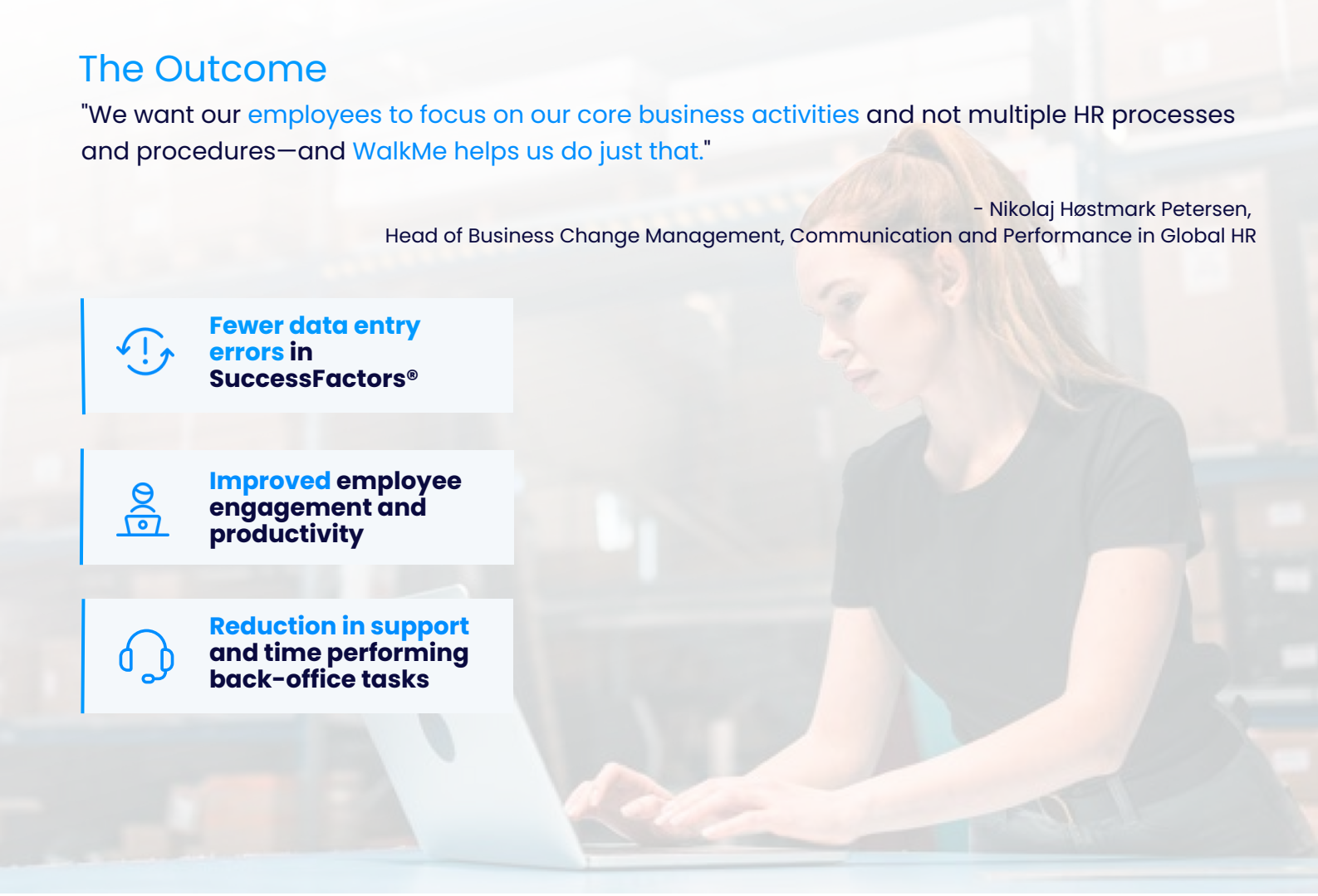Head of Business Change Management, Communication and Performance in Global HR

Fewer data entry errors in SuccessFactors®

Improved employee engagement and productivity

Reduction in support and time performing back-office tasks

walkme
Digital Adoption Platform